

WEBSITE DEVELOPMENT

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes PBL members who have developed proficiency in the creation and design of Web sites.

COMPETENCIES

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites. Members will work individually or as a team in creating a website that addresses a specific scenario.

The Web site should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.

TOPIC FOR 2006 STATE/NATIONAL LEADERSHIP CONFERENCE

The national leadership case study as outlined in the PBL Chapter Management Handbook will be used for both the State and National Leadership Conferences.

ELIGIBILITY

Each local chapter is eligible to have two entries if participants are members of active local chapters and are on record as having paid dues by **March 1** of the current year.

Entries may be created by an individual or be created by a team of two (2) or three (3) members. In the event of a team entry, no more than one (1) member may have competed in this event at a previous State Leadership Conference.

REGULATIONS

1. An entry form must be mailed to the state office postmarked no later than the designated deadline. The entry form will list the chapter name, team member names, school, city, state, and URL.
2. Student members, not advisers, must prepare chapter websites. Advisers should serve as consultants to ensure that the websites are well organized, contain substantiated statements, and are presented in a professional manner.
3. No more than one (1) member may have competed in this event at a previous State Leadership Conference.
4. Entries must adhere to all of these regulations or be **DISQUALIFIED**.

PROCEDURES

1. The Web site must address the topic as described above. The topic must be incorporated in the Web site design. Entries will be judged according to the rating sheet.
2. The website must be available for viewing on the Internet at the time of judging. No changes can be made to the Website after the official entry form date. Any changes made to the Website after the official entry form date will result in

GUIDELINES - MISSOURI PBL

WEBSITE DEVELOPMENT

3. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the Web site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
4. Websites should be designed to allow for viewing by as many different platforms as possible.
5. There will be no oral reports at the State Leadership Conference.

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

AWARDS

A plaque is presented to the first place winner. Certificates are presented to winners of second through fifth places.

PARTICIPATION AT NATIONAL

The first and second place winners in this event will represent the state chapter at the National Leadership Conference.

RATING SHEET – MISSOURI PBL



Rank _____

School _____

Website Development

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports theme	0	1-3	4-7	8-10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; Java script)	0	1-2	3-4	5	
Site Navigation					
All links are functional	0	1-2	3-4	5	
Links are consistent and support theme	0	1-2	3-4	5	
Navigational scheme is logical and effective	0	1-2	3-4	5	
Content					
Effectiveness of site	0	1-5	6-10	11-15	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1-5	6-10	11-15	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is compatible with multiple browsers	0	1-2	3-4	5	
Copyright laws have been followed and permissions are cited on the Web site; and the use of templates must be identified at the bottom of the home page	0	1-3	4-7	8-10	

Final Score _____ /100 max.

Comments:

RANKING SHEET – MISSOURI PBL

WEBSITE DEVELOPMENT

NAME OF SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller Number Wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

↓ ↓ ✓ Winner
 Example: 1 2 6 = 9 2
 } Tied for second place
 2 3 4 = 9 2

If tie remains after this step, judges will make a decision as to the rank to be assigned to the participants.